



Influencer Marketing: An Introduction

Dr. Duncan Nicol



Kick-Off

What is Wikipedia?

How is its information built?

Is it trustworthy?

Why? | Why Not?



Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute
Help
Learn to edit
Community portal
Recent changes
Upload file

Tools
What links here
Related changes
Special pages
Permanent link
Page information
Cite this page
Wikidata item

Print/export
Download as PDF
Printable version

In other projects
Wikimedia Commons

Languages
Español
Français
Italiano
Русский
Simple English
Svenska
中文

Article Talk

Samford University

From Wikipedia, the free encyclopedia

Not to be confused with Stanford University or Stamford University.

Samford University is a private Christian university in Homewood, Alabama.^[4] In 1841, the university was founded as **Howard College**.^[5] Samford University describes itself as the 87th oldest institution of higher learning in the United States.^[9] It will become the 86th when its sister school, Judson College, completes its planned closing. The university enrolls 5,729 students from 47 states and 30 countries.^[7]

Contents [hide]

- History
 - 19th century
 - 20th century
 - Civil rights
 - 21st century
- Academics
- Campus
- Student demographics
- Athletics
- Notable alumni
 - Politics and government
 - Arts and letters
 - Religion
 - Sports
 - Other
- References
- External links

History [edit]

19th century [edit]

In 1841, Samford University was founded as Howard College in Marion, Alabama.^{[9][9]} Some of the land was donated by Reverend James H. DeVotie, who served on the Samford Board of Trustees for fifteen years and as its president for two years.^{[10][11]} The first financial gift, \$4,000, was given by Julia Tarrant Barron and both she and her son also gave land to establish the college.^[12] The university was established after the Alabama Baptist State Convention decided to build a school for men in Perry County, Alabama. The college's first nine students began studies in January 1842 with a traditional curriculum of language, literature and sciences.^[13] In those early years the graduation addresses of several distinguished speakers were published, including those by Thomas G. Keen of Mobile, Joseph Walters Taylor, Noah K. Davis and Samuel Sterling Sherman.^[14] In October 1854, a fire destroyed all of the college's property, including its

Not logged in Talk Contributions Create account Log in

Read Edit View history

Search Wikipedia

Samford University



Former name	Howard College (1841–1965)
Motto	For God, For Learning, Forever
Type	Private university
Established	1841; 180 years ago
Religious affiliation	Christian
Endowment	\$327 million (February 2021) ^[1]
President	Beck A. Taylor
Academic staff	347
Students	5,729 (Fall 2020) ^[2]
Undergraduates	3,576 (Fall 2020)
Postgraduates	2,153 (Fall 2020)
Location	Homewood, Alabama, United States
Campus	Suburban
Colors	Blue and Red ^[3]
Nickname	 Bulldogs
Sporting affiliations	NCAA Division I – Southern Conference
Website	samford.edu ^[5]

What is Influencer Marketing?

- **Influencer marketing:**
 - Aims to identify the main people who act as influencers **in your niche** so you can approach them to work with you to promote your brand.
 - Leverages the influence of an individual in order to share your brand with a larger market
 - Gives your audience a **trusted** voice to get to know your brand
- **Influencer campaigns** are where you work directly with an influencer to create a campaign focused on highlighting your brand's message to the influencer's audience.
- **An influencer** is someone who has the power to affect purchase decisions of others because of their **authority, knowledge, position, and/or special relationship** with their audience. Usually, this person has a significant following in a specific niche.

Ray-Ban

FACEBOOK

Thoughts?



This is a “new”
product.



Will you spend time
to learn more?



Would you consider
buying it?



Why / Why not?

Think. Spend 2 minutes writing down some thoughts.

Pair. Find a partner

Share. Spend 2 minutes discussing with that partner

I
N
F
L
U
E
N
C
E



zuck  [Follow](#)  

187 posts 7.9m followers 403 following


Mark Zuckerberg
Followed by juliusdein, thelukaperkovic, davidbeckham +8 more






roccobasilico  [Follow](#)  


40 posts 7,418 followers 855 following


Rocco.B
Chief Wearables Officer @Luxottica
CEO @oliverpeoples
www.rayban.com





petehalvorsen  [Follow](#)  




3,646 posts 198k followers 992 following

Pete Halvorsen
Photographer
Travel + Fine Art 
Usually sandy.
Manhattan Beach, CA
www.pchpro.com
Followed by alexstrohl, canvaspop, western_rise +1 more




 2020 Recap





vashtie  [Follow](#)  


3,288 posts 411k followers 1,459 following


va\$htie
Director • DJ • Designer • Don Dada • Mother 🇺🇸🇩🇪
Currently in: New York City
CONTACT: info@vashtie.com
linktr.ee/Vashtie
Followed by usher and stevenash





 DJ





 ASK ME STUFF






 WELLNESS & VEGANISM




 DIRECTING





tringsby  [Follow](#)  


2,123 posts 338k followers 1,187 following


tatchi
STOP WAITING—START CREATING
STREAM MY PODCAST @skinnydippingdiaries
linkfol.io/tatiana





 heART




 ANTARCTI...



 TRANS ...

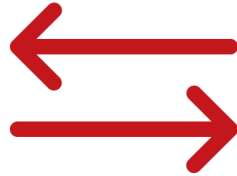


 BLACK LIV...

Thoughts Round 2



Why did they select these individuals?



Now that you know more about them has your opinion (about buying) changed?



Why / Why not?

Common Objections

- **No Awareness**

- **No Need**

- **No Money**

- **No Urgency**

- **No Authority**

- **No Relationship**

Risk

- Financial

- Time

- Social

- Psychological

- Self-Esteem

Skepticism

- Medium

- Message

- Source

Influencer Marketing can solve most of these issues

Influencer Marketing Done Right = Instant Credibility

Credibility Considerations

Source (*Influencer | Brand Persona*)

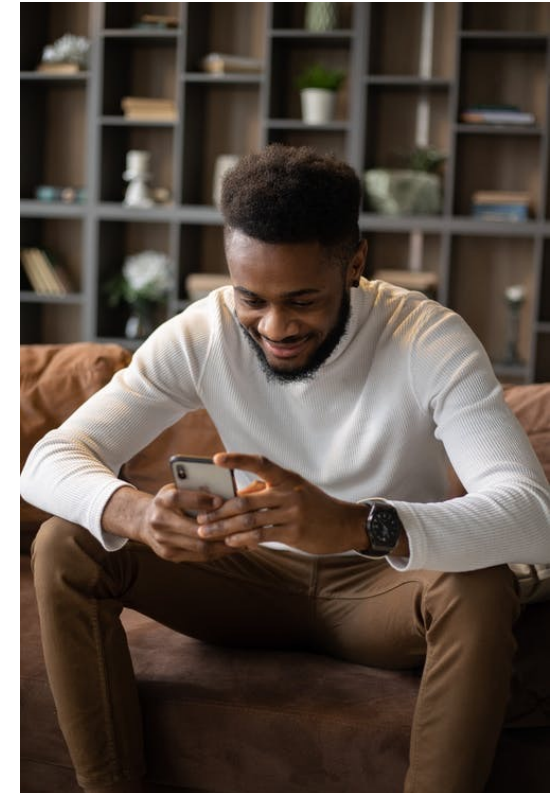
- Trustworthiness
 - Sincere
 - Honest
 - Reliable
- Attractiveness
 - Similarity
 - Familiarity
 - Likeability
- Authority
 - Expertise in field

Medium (*Channel*)

- Interactivity
- Transparency

Message (*Content*)

- Consistency
- “Look”



Be the Influencer

Social Media Best Practice	Considerations (Source, Medium, Message)
Be “yourself” / be unique	Source, Message
Deliver “native” content	Medium, Message
Consistency	Message
Be focused / self-aware	Source
Don’t interrupt the experience	Message
Show empathy	Message



Where to start?

- **Determine goals** for digital channel
 - *Example: Increase awareness, Induce purchase, Reach new audience*
 - Consistent with firm goals – Integrated Marketing Communication (IMC)
 - Measures (Key Performance Indicators)
 - Different goals for different platforms?



Goals of Influencer Marketing

- Build/Strengthen **relationships**
- Create **authentic** content
- Drive engagement
- Drive traffic
- Promote behaviors (purchase product / follow page / share UCG)



Where to start?

- Define your **target audience**
- Define the best **type of influencer** for your brand
 - Celebrity influencers (famous for a reason other than social media)
 - Macro-influencers (users that have >10,000 followers)
 - Micro-influencers (users with <10,000 followers, but high levels of engagement)



Where to start?

- **Find influencers** that fit the bill
 - Search using hashtags on relevant mediums
 - Search authors of relevant blog articles
 - Use an agency or tool
 - Build your relationship with your selected influencers.
- **Collaborate** with influencers
 - Send free samples
 - Provide giveaway products
 - Ask for reviews
 - Pay for sponsored posts
 - Create partner content
- **Measure results**



Devin Super Tramp X Subaru

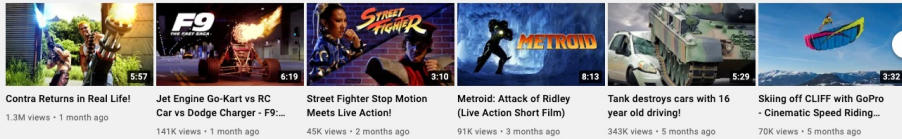


devinsupertramp
6.15M subscribers

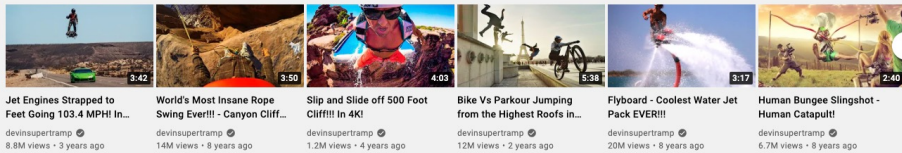
SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

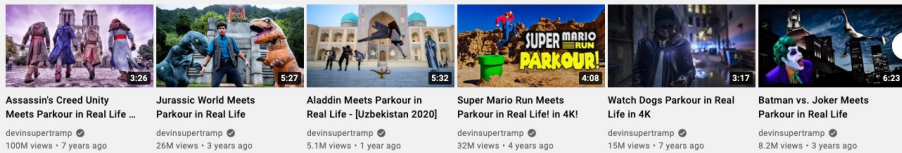
Uploads ▶ PLAY ALL



Insane Stunts ▶ PLAY ALL



Parkour Videos ▶ PLAY ALL



devinsupertramp ✓
6.15M subscribers

SUBSCRIBE! ▶ <https://bit.ly/3pPvE3z>
Join Our Community! ▶ Patreon:<https://bit.ly/3nl9rsl>

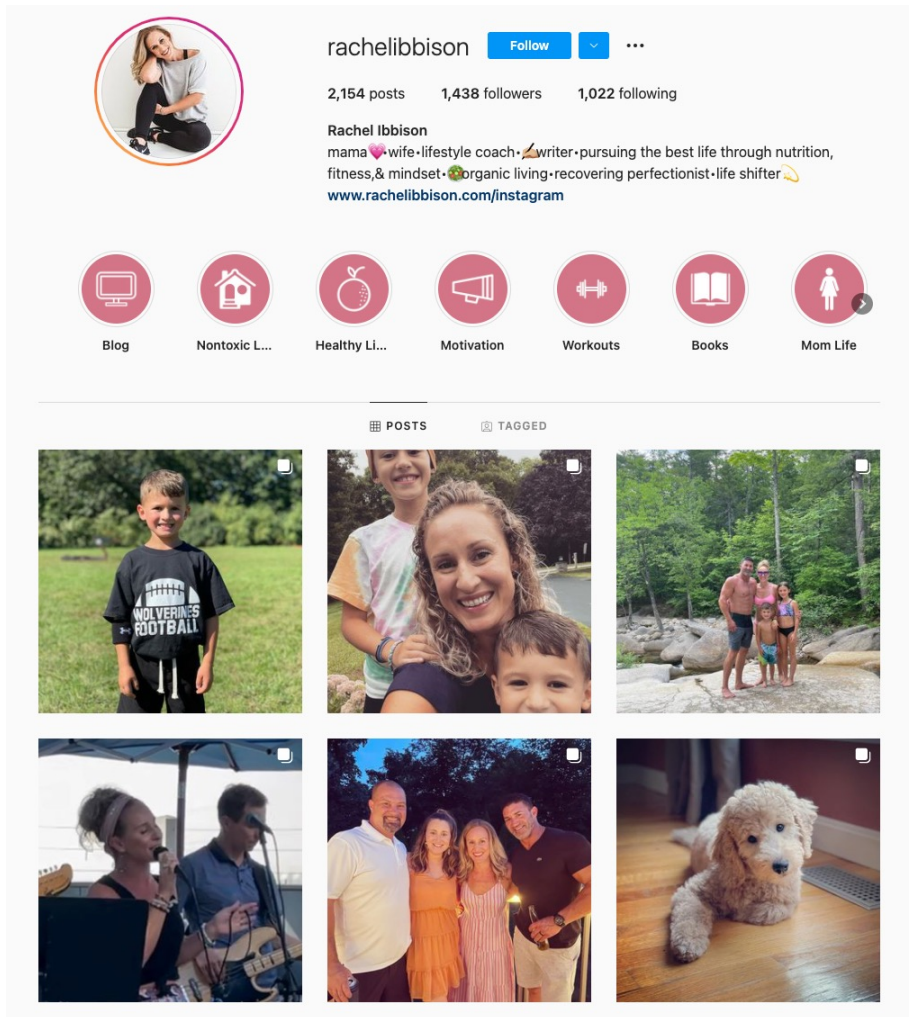
INSANE Slip and Slide off a 500 FOOT CLIFF!!! World's Tallest Slip and Slide!

SUPER thanks to Subaru for making this dream project a reality!
I really have been a huge fan of Subaru since I was a kid and an owner since, if you want to learn more about my Subaru story and connect with other Subaru owners, go here: <https://www.meetanowner.com>

Behind The Scenes! <https://youtu.be/QTS78qT-0y0>

Want to be in our next video?!? Follow us on social media!
<https://www.facebook.com/devinsupertramp>
<https://twitter.com/devinsupertramp>
<https://www.instagram.com/devinsupert...>

Rachel Ibbison X Tom's of Maine



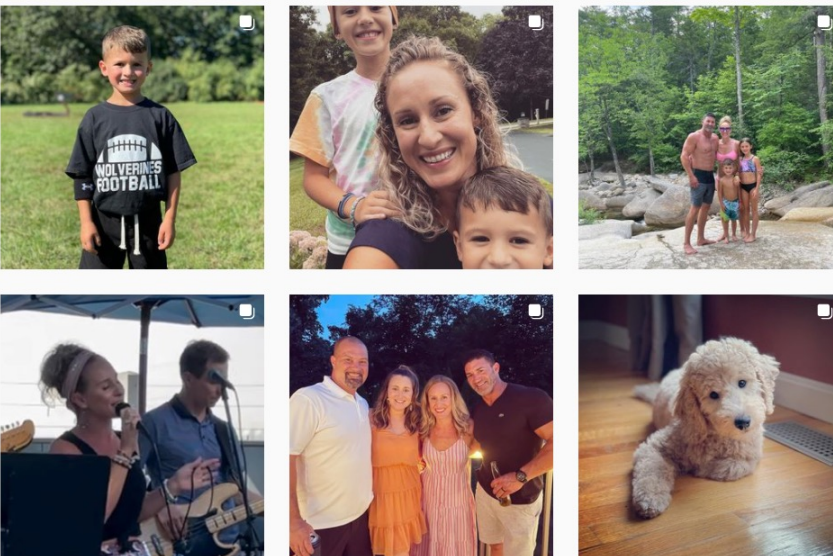
rachelibbison Follow

2,154 posts 1,438 followers 1,022 following

Rachel Ibbison
mama ♡ wife • lifestyle coach • ✍️ writer • pursuing the best life through nutrition, fitness, & mindset • 🌱 organic living • recovering perfectionist • life shifter 🙌
www.rachelibbison.com/instagram

Blog Nontoxic L... Healthy Li... Motivation Workouts Books Mom Life

POSTS TAGGED

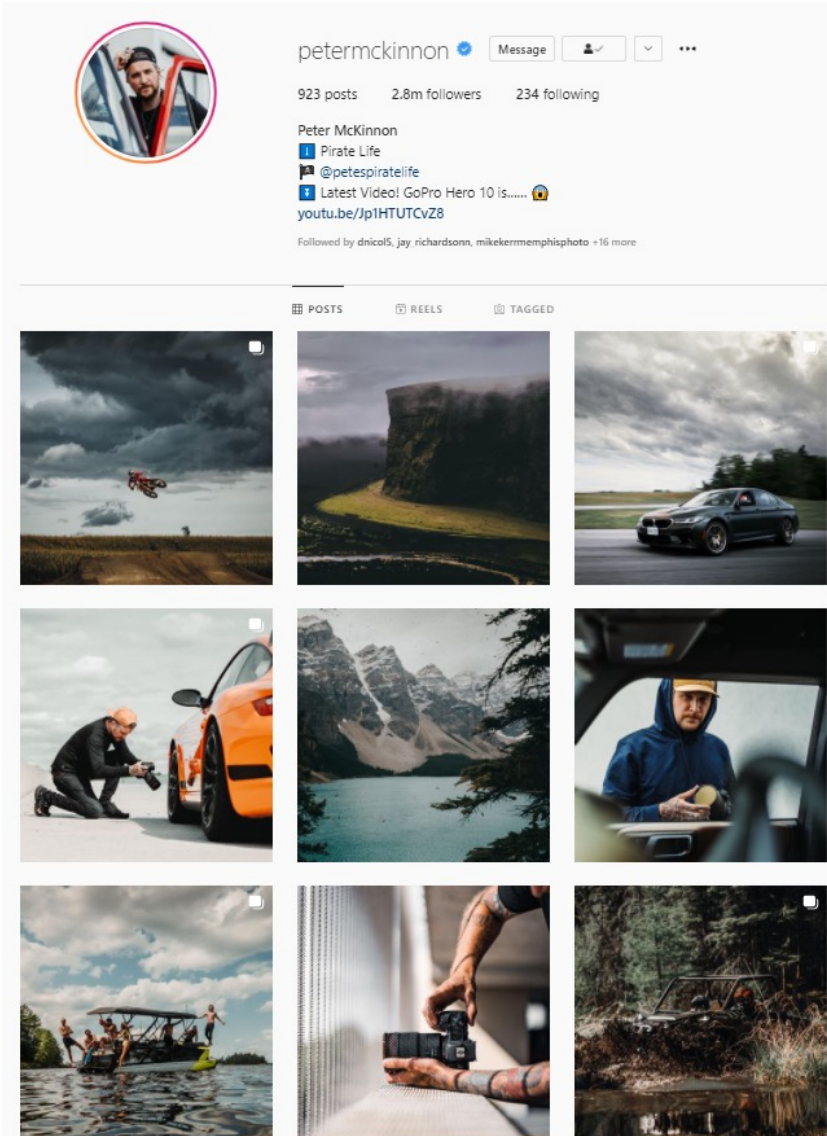


A grid of six Instagram posts. The top row shows a young boy in a 'WOLVERINES FOOTBALL' shirt, a woman with two children, and a family of four outdoors. The bottom row shows a woman singing into a microphone, a family of four at night, and a fluffy white dog lying on a wooden floor.



A collage of four images featuring Tom's of Maine soap. Top-left: A woman in a grey knit hat with a pom-pom holds a bar of Tom's soap, smiling broadly. Top-right: A bar of Tom's soap on a wooden surface with the text 'Tom's of Maine Long Lasting Deodorant Review and Giveaway'. Bottom-left: A close-up of a Tom's soap bar on a white surface with the Tom's logo and 'www.tom.com' visible. Bottom-right: The same woman in the grey knit hat holding the Tom's soap, smiling gently.

Peter McKinnon X James Coffee Co



Instagram profile for Peter McKinnon (@petermckinnon). The profile shows a circular profile picture of Peter, 923 posts, 2.8m followers, and 234 following. The bio includes links to his YouTube channel and social media handles. Below the bio are tabs for Posts, Reels, and Tagged, with a grid of nine images showing various scenes like a motorcycle, a car, a boat, and a person in a boat.

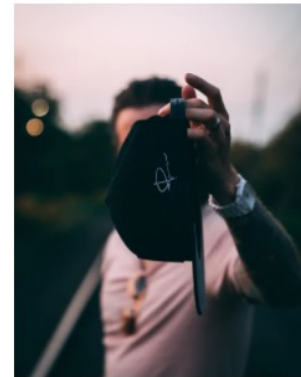
Free U.S. Shipping on Orders over \$50

Login / Register



PETER MCKINNON

- COFFEE & TEA
- SUBSCRIPTIONS
- GOODS
- COFFEE GEAR
- DRINK ORDER
- ABOUT
- CAREER



Peter McKinnon Signature Hat
\$ 35.00




McKinnon Series Pins
\$ 12.95




Peter McKinnon Golden Hour Blend


Savannah Bananas X Their Players




 thesavbananas • Following
Grayson Stadium

 thesavbananas • Happy Labor Day!
Hope you all have a fun day hanging
out with your best buds 😊

1w

 cahilld_SWEET
1w 1 like Reply

 fullbooksmarketing Love this
post! Sent you a DM ❤️

1w Reply

❤️ 💬 🗑️

2,473 likes

SEPTEMBER 6

😊 Add a comment... Post



📍 912-712-2482

TICKETS MERCHANDISE SCHEDULE ABOUT US NEWS TEAM YOUTH CAMPS 🛒

